

## THE ANALYSIS OF MARKETING MILK FACTORIES AND `EFFECTS ON CUSTOMERS BEHAVIOR MECHANISM

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### ABSTRACT

In many cultures of the world, especially the West, humans continue to consume milk beyond infancy, using the milk of other animals (especially cattle, goats and sheep) as a food product. Initially, the ability to digest milk was limited to children as adults did not produce lactase, an enzyme necessary for digesting the lactose in milk. Milk was therefore converted to curd, cheese and other products to reduce the levels of lactose.

Milk and dairy products since birth always denied a role in ensuring the physical health of human play until no consumption or low consumption of its way on the incidence of many physical illnesses opens. However, according to statistics available per capita consumption of this nutrient among Indian is well below the world average that this rate of prevalence of diseases such as osteoporosis, calcium deficiency and many other diseases among Indians enhances the frequency of losses and losses for the country. Though very heavy losses and calculate an integral charges physical and mental growth can be accounted for essentially not.

Due to this short introduction to the need for extensive research in order to check the effects of various factors on consumer behavior mechanism dairy products is inevitable. In line with this study it was felt necessary to do. This research attempts to answer this question is the impact of marketing milk factors (income, familiarity with various types of dairy products, easy access to milk, packaging and the importance of awareness of the benefits of milk) on the mechanisms and behavioral mechanisms people use this product what.

This research on the topic above 250 were citizens and consumers of milk in the city of mysore in india (for example) that were selected by stratified random, was examined. The results showed that the above factors and determine the main factors in the marketing and consumption of dairy products are.

**KEYWORDS:** Milk, Marketing, Factory, Information

### INTRODUCTION

Today, changes like increased production, expanding markets, geographic dispersion of the human population, and monopolies, has led manufacturers to specific ways to get the market and recognize the consumers comments. It has created intense competition between large and small companies to capture the market. Such competition, plan to sell for large and small companies have created a difficult To the compression of the competitions, companies must have the possibility that predict their future prospects of activities More accurate prediction market conditions. More accurate prediction of market conditions allow productive firms that set the size of your Activity and In this way ensure the survival

and economic operation of its institutions. Marketing is a set of business activities that guide the flow of goods or services from final producer. These activities includes a range of measures such as Buying raw materials, production, quality control, transportation and warehousing,

Prepared for consumption, freezing, packaging, pricing, customer identification, advertising, sales and after sales service. Production, sales and marketing must work together to lead to the best results. Marketing is responsive process for identifying, prediction and satisfy customer profitable needs. With this approach organizations will able to put their products or services according to customers needs nor it produce something and expect to achieve customers in the manufacturing industries, especially dairy industry in terms of Frequency and multiplicity about domestic and international markets.

Competitors, customers and manufactured products, senior managers and marketing for make a ever faster and more principled decisions That is proportional to market conditions and environmental events, need to The update, comprehensive and accurate information. Since that the task of a marketing information system, is gathering such information, It is essential that these industries are equipped with such a comprehensive system too.

In rural India, milk is home delivered, daily, by local milkmen carrying bulk quantities in a metal container, usually on a bicycle. In other parts of metropolitan India, milk is usually bought or delivered in plastic bags or cartons via shops or supermarkets.

The current chain flow chain in India of milk is from Milk producer to Milk collection agent. Then it is transported to milk chilling center .Then it is Bulk transported to Processing plant Then to sales agent and finally to consumer.



**Figure 1: Shows the Relationship of Marketing Information System of Milk Industries**

### **Research Method and Data Collection**

Library and field methods will be used for this study. Thus for the first preliminary study and Preparation of the research literature done from available resources in scientific databases, libraries, global network Internet, publications and previous research ,The desired materials will be collected and developed.

In order to test hypotheses, in the field methods, a question paper and with distribution among consumers of milk in mysore, is collected, classified and analyzed.

## Statistical and Data Method

In the present study, Statistical community is the total of consumers of milk in Mysore city. Also to determine the volume of the sample study for the present study, the sample size formulas will be used. First Statistical community divided into five class of center, North, South, East and West and from any group or class as a random sample, The Desired Number Will Be Selected

Descriptive statistics are used in the analysis of public questions. Frequency, percentage, cumulative frequency and the mean tables are descriptive factors that will actually use. In order to hypothesis test, Pearson correlation test, Friedman test, two tests, and Cochran test will be used. That all the above will be used Spss software.

In the field of Marketing about the accuracy of selected variables for the questionnaire are received and their confirmation has been taken. Reliability also means having the characteristics of repeatability in the measurement tool. In this study, for the questionnaire reliability measuring was used Cronbach's alpha method. Which is calculated through the following?

$$Q = \frac{n}{n-1} \left( 1 - \frac{\sum Si^2}{St^2} \right)$$

Which is equal to the number of questionnaire questions Si2 is equal to Q Variance St2, is equal to the total variance of the questionnaire. The coefficient for the present questionnaire has been calculated about 0.7722 that is appropriate.

## Milk Production and Expenses in the World

The following table shows milk consumption rate in different continent

**Table 1: Per Capita Milk Consumption in Different Regions of the World in 2012**

Description	Milk Consumption (Kg)	Consumption of Dairy Products (Kg)	Total Milk Consumption (Kg)
Developed countries	99/3	129/2	228/5
Developing countries	30/6	16/2	46/2
North America	130/2	127/5	257/7
South America	92/2	31	123/2
Africa	25/4	8/6	34
Asia	28/1	17/2	45/3
Europe	94/8	166/2	261

The following table shows a per capita consumption of fresh milk in different countries

**Table 2: Per Capita Milk Consumption in Different Countries on 2010**

Country	Per Capita Consumption Of Milk (Kg)	Country	Per Capita Consumption Of Milk
Brazil	69.6	Romania	163
Argentina	65.9	Australia	98.2
Mexico	53.2	United States	89.1
Japan	40.1	Iran	88.6
India	37.8	Russia	87.5
South Korea	32.3	New Zealand	84.3
Egypt	20.8	Canada	87.3
China	7.7	Europe	85.6
Ukraine	72.2		

Nowadays, everyone knows that milk and dairy products are one of the main elements of the diet in the world. Hence Extensive research necessary In order to check the effects of various factors on behavioral mechanisms of consumer dairy products is inevitable.

Statistics show per capita consumption of dairy products in India is less than half amount of international standards, A quarter of consumption in developed countries And one-sixth of consumption in a country like the Netherlands. Osteoporosis is now age 70 years in the world that this figure is less than 50 to 55 years in India. And all these factors indicate the need to increase milk consumption among all ages in the community that among them milk price and dairy products and dairy consumer behavioral mechanisms cannot be ignored.

### Research Method

The aim is analysis of the data collected via questionnaires. This section includes two parts:

- In the first part has been proceed the demographic Status to get people accountable for age, sex, educational level, occupation, regional location.
- Residence, household income and the number.
- In the second part according to the Spearman correlation coefficient tests, binomial test, Friedman test to rank the importance.
- Indices have been discussed from the perspective of respondents.

### Test Hypothesis

**The First Hypothesis Test:** "consumers Income on milk consumption is effective ".

In the table below consumption of each of dairy products set against the income test that results are summarized:

**Table 3: Consumers Income on Milk Consumption is Effective**

Spearman Test Results	Income	Milk Consumption	Yogurt Consumption	Butter Consumption	Cheese Consumption	Other
Correlation coefficients with income	1/00	0/537*	0/260*	0/471*	0/272*	0/079
number	250	250	250	250	250	250

Mark \* means there is strong correlation between two variables and the minus sign is inverse correlation.

As can be seen, between income and consumption of milk is seen a significant direct correlation.

we calculated the test statistics:

$$z - r\sqrt{n-1} \rightarrow \frac{0}{573} \sqrt{250-1} - 9/500$$

**The Second Hypothesis Test:** "Near to the place milk supply (easy access) in the consumption of this product is effective".

Here, the respondents have divided into two groups. The first groups are those who responded the importance of access "Trivial" and "less important". The second groups are those that "high" and "too much" have responded.

We obtain that:

**Table 4: Near to the Place Milk Supply (Easy Access) in the Consumption of this Product is Effective**

Groups	Answers	Numbers - People	Percent	$\bar{p}$	Significant Level
The first group	Trivial+ less important	15	0/06	0/50	0
The second group	High+ too much	235	0/94		
<b>Total</b>		<b>250</b>	<b>1/00</b>		

The statistics are computed as follows:

$$z = \frac{\bar{p} - p_0}{\sqrt{\frac{pq}{n}}} = \frac{0/94 - 0/5}{\sqrt{\frac{0/5 \cdot 0/5}{250}}} = 14/75$$

Third hypothesis test: "Awareness of the benefits of milk consumption in this preparation is effective"

The obtained that:

**Table 5: Awareness of the Benefits of Milk Consumption in this Preparation is Effective**

Groups	Answers	Numbers - People	Percent	$\bar{p}$	Significant Level
The first group	Trivial+ less important	36	0/16	0/50	0
The second group	High+ too much	214	0/84		
<b>Total</b>		<b>250</b>	<b>1/00</b>		

The statistics are computed as follows:

$$z = \frac{\bar{p} - p_0}{\sqrt{\frac{pq}{n}}} = \frac{0/84 - 0/5}{\sqrt{\frac{0/5 \cdot 0/5}{250}}} = 11/398$$

Fourth hypothesis test: "milk packaged Feature is effective in the process of consumption."

To obtained that:

**Table 6: Milk Packaged Feature is Effective in the Process of Consumption**

Groups	Answers	Numbers - People	Percent	$\bar{p}$	Significant Level
The first group	Trivial+ less important	37	0/17	0/50	0
The second group	High+ too much	213	0/83		
<b>Total</b>		<b>250</b>	<b>1/00</b>		

The statistics follow:

$$z = \frac{\bar{p} - p_0}{\sqrt{\frac{pq}{n}}} = \frac{0/83 - 0/5}{\sqrt{\frac{0/5 \cdot 0/5}{250}}} = 11/06$$

## Friedman Test

Test procedures using the software SPSS is done as follows:

**Table 7**

<b>Variables</b>	<b>Average Rating</b>
Price impact	4/97

**Table 8**

<b>Price Impact</b>	<b>4/69</b>
Impact of packaging	3/90
Ads impact of radio, television	3/08
Environmental impact of Ads	3/24
Effect of awareness of benefits	4/40

## CONCLUSIONS

Today, milks company provided best quality for hearth customers, the Consumer market is consists of individuals and households that purchase goods and services for individual uses. Consumers differ in terms of age, gender, education and income levels. This consumers are buyers of diverse goods and services. therefore how they choose between various goods and services, are under the influence of factors such as cultural factors, social, personality and psychological characteristics.

### The Psychological Character

In daily life, consumers are being affected by many issues that are unique to their thought process. Psychological factors can include perception of a need or situation, the person's ability to learn or understand information, and an individual's attitude. Each person will respond to a marketing message based on their perceptions and attitudes. Therefore, marketers should consider psychological factors when they to attract customers.

### The Personality Character

Personal factors are characteristics that are specific to a person and may not relate to other people within the same group. These characteristics may include how a person makes decisions, their unique habits and interests, and opinions. When considering personal factors, decisions are also influenced by age, gender, background, culture, and other personal issues

### The Social Character

The social factor that has a significant impact on consumer behavior is social characteristics. Social influencers are quite diverse and can include a person's family, social interaction, work or school communities, or any group of people a person affiliates with. It can also include a person's social class, which involves income, living conditions, and education level. The social factors are very diverse and can be difficult to analyze when developing marketing plans. However, it is critical to consider the social factors in consumer behavior, as they greatly influence how people respond to marketing messages and make purchasing decisions.

The consumer behavior has many activities contain: All consumers have differences with together in terms of thoughts, feelings, and decisions , Marketers should be figure on to Activity of the consumer, Some consumer activities include: buying decision, make decisions about how to pay the costs (cash or card).

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